OUR VIBES

VIBER BRAND BOOK

Rakuten Viber

AUG 2018

OUR COMBINED LOGO

This is a new version of the Viber logo.
It's been designed to be flexible across
all platforms. This version is suitable for B2C
images.

This allows the overall brand to remain
consistent, but flexible enough to work
across various formats.

All logos can be found on the
Viber Google drive: here

OUR LOGO

This is the master version of the Viber logo.
It's been designed to be flexible across
all platforms. This version is suitable for
B2B images.

These are variations which can be used should
the master logo not be appropriate.

This allows the overall brand to remain
consistent, but flexible enough to work
across various formats.

All logos can be found on the
Viber Google drive: here

LOGO
USAGE AND GUIDELINES

All logos can be found on the Viber Google drive: here

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❌ Don't use on a complicated image background that has a similar tone

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❌ Don't use on a pattern background

Rakuten Viber *Headline*

❌ Don't lock up the logo with copy, headlines, or other logos.

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❌ Don't rotate

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❌ Don't distort

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❌ Don't stretch

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❌ Don't make up a logo other than defined

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❌ Don't add special effects

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❌ Don't apply outlines

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❌ Don't add gradations

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❌ Don't fill with other colors

Clear space
When using the logo with other graphic elements, follow the minimum size and clear space specifications on your right to ensure the greatest legibility of the logo.

One-line logo

A
1/3 A

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1/3 A

Minimum size

One-line logo

12 px for screen
2.5 mm for print

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4

ICON
USAGE AND GUIDELINES

X

X

X

X

X

X

Icon's signals must be expanded before any size changes are made, so they keep their correct width.
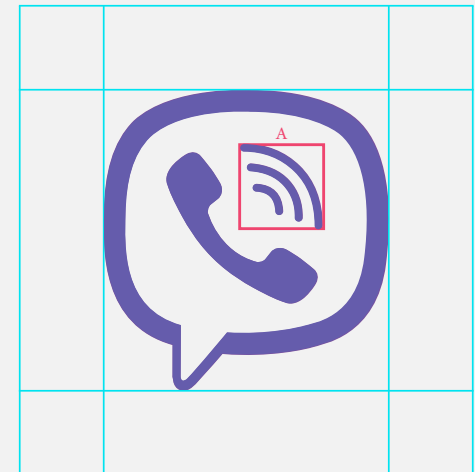
The icon must always stay at its original position and can not be rotated.

Do not add shadow to the icon.

The icon must always be visible and easy to see on any background.

Icon's colors can not be changed or altered.

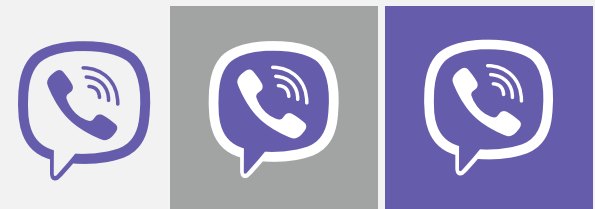Icon can not be presented without its signal signs.

A

Viber icon requires a space around it, which we refer to as isolation, marked as 'A'.

Isolation area must stay empty, do not place text, images, or other logos in the isolation space.

Please keep the width of the icons' signal signs from all sides.

3 correct icon options:

HEADLINE TYPEFACES

Our primary headline typeface is Viber Sans.

It is bold, confident and made especially for us, so be proud of it and use it to make big statements!

Viber Sans should always be set upper case and used nice and big; tracking should be set to 0 and metric kerning should be selected. Leading should be set at 80% of the font size.

Glyph coverage covers extended Latin and Cyrillic, meaning you can use this font to write in Danish, Dutch, English, Finnish, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish and Turkish (Vietnamese is being added soon).

Headline typeface can be used in any of the 5 brand colors.

All Viber typefaces can be found on the Viber Google drive: here

VIBER SANS

ABCDEFGHIJ
KLMNOPQRS
TUVWXYZ
0123456789
€$.◇/!?&@
#©TM%*()£−

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HEADLINE TYPEFACES
LANGUAGE VARIATIONS

If Viber Sans is unavailable in your language, we recommend you use the following typefaces for headlines:

Burmese: Zawghi-One
Hindi: Noto Sans Devengari Bold
Japanese: AxisCondStd Bold

Treat the alternative typefaces in the same way you would Viber Sans, always set headline copy upper case (where applicable) and use it big; direction on tracking, kerning and leading is noted beside the examples on the right.

All Viber typefaces can be found on the Viber Google drive: here

ZAWGHI-ONE

ဝဝ၇စျေဥၣဖနဟ၆၄၀း
ဏၡၡ၄၃ပနဒထရဟ၈
ကဓမလအ၈ၣၟၟႍႝ၀

Tracking should be set to 0 and metric kerning should be selected. Leading should be set to auto.

AXISCONDSTD BOLD

あいうえおかきくけこ
さしすせそたちつてと
なにぬねのはひふへ

Tracking should be set to 0 and metric kerning should be selected. Leading should be set to auto.

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SUPPORTING TYPEFACES

Noto Sans is our master supporting typeface and should be used for sub-headers and running copy.

As well as complementing Viber Sans, it is clear and extremely legible. Noto Sans tracking should be set to 0 and metric kerning should be selected. Leading should be set to auto.

Noto Sans Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz 1234567890$.!?&@

Noto Sans Regular

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz 1234567890$.!?&@

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SUPPORTING TYPEFACES

Glyph coverage covers extended CJK languages, Cyrillic and Latin, meaning you can use this font to write in Danish, Dutch, English, Finnish, German, Italian, Norwegian, Polish, Portuguese, Russian, Spanish, Swedish, Turkish, Vietnamese, Burmese, Hindi and Japanese.

All Viber typefaces can be found on the Viber Google drive: here

Noto Sans Burmese

ကဏဟဆယဟဠတထဋဌ
ဘမထၡၕၐၕဃဣဝၕၛၛ
ၮဆသၳဟၡ�101ၕ1ၕဎ
ဘမထၡၕၐၕဃဝၕ
1234567890$.!?&@

Noto Sans Cyrillic

АБВГДЕЖЗИЙКЛМН
ОПРСТУФХЦЧШЩ
абвгдежзийклмноп
рстуфхцчшщ
1234567890$.!?&@

Noto Sans Hindi

ऐअइईउऋऌऍॲऑऔक्षखगघ
ङचछझञट्ट्ठ्ठड्ड्ड्ढ्णतत्
थ्द्द्द्द्ध्ध्न्फभ्म्लव्षस्ष्खड़
ळ्ळव्श्ष्तढ्ळ्ईआकट्
1234567890$.!?&@

Noto Sans Japanese

あいうえおはひふ
ほかきけこまみむ
めもさすせたちな
1234567890$.!?&@

Noto Sans Vietnamese

ĂBĊDEFGHIJKLMN
OPQRSTUVWXYZ
ābcdefghijklmnȯp
qrstuvwxyz
1234567890$.!?&@

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When using the Viber typefaces, it is important to consider the hierarchy. The general typesetting rule is to keep the point sizes used for the headline, sub-headers and body copy all relative to one another. This will ensure the look and feel of all Viber collateral is consistent throughout the brand.

The general rule is flexible allowing you to adjust the point sizes depending on the content.

The rule is; either a 1:2 or 1:3 of the height.

All Viber typefaces can be found on the Viber Google drive: here

SENDING GOOD VIBES INTO THE WORLD

Left
Viber Sans headline typeface set at 72pt.

Use this as a guide, always try and have the headline point size as big as you can where possible.

SENDING GOOD VIBES INTO THE WORLD

Left
Viber Sans sub-header typeface set at 31pt.

This is half of the height of the headline size.

Viber is designed by people who love the creativity of communication even more than they love tech.

Viber is expressive because it's all about sharing emotions. Text, voice and video are all expressive in their own ways. Stickers can say a lot more than words.

Left
Noto Sans body copy typeface set at 15.5pt.

This is a third of the height of the sub-header size.

Choosing the right ratio is dependent on the line lengths.

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RELATIVE FONT SIZES
1:3 RATIO

When using the Viber typefaces, it is important to consider the hierarchy. The general typesetting rule is to keep the point sizes used for the headline, sub-headers and body copy all relative to one another. This will ensure the look and feel of all Viber collateral is consistent throughout the brand.

The general rule is flexible allowing you to adjust the point sizes depending on the content.

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SENDING GOOD VIBES INTO THE WORLD

SENDING GOOD VIBES INTO THE WORLD

Viber is designed by people who love the creativity of communication even more than they love tech.

Viber is expressive because it's all about sharing emotions. Text, voice and video are all expressive in their own ways. Stickers can say a lot more than words.

Freely because we are free to use and there are no strings or irritating ads. Freely because Viber is free from worry because your data is secure and your privacy is respected. Freely because we believe in freedom of speech.

Left
Viber Sans headline typeface set at 72pt.

Use this as a guide, always try and have the headline point size as big as you can where possible.

Left
Viber Sans sub-header typeface set at 24pt.

This is a third of the height of the headline size.

Left
Noto Sans body copy typeface set at 8pt.

This is a third of the height of the sub-header size

Choosing the right ratio is dependent on the line lengths.

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COLORS

In every design there must be use of minimum 3 colors, and maximum 4, from which one must be purple.
Use of purple logo in the design does not apply as purple usage.

Grey / B&W designs can only use the grey and purple colors.
Greys may not be used outside the B&W designs

VIBER BLUE

R 084   C 061   HEX#
G 192   M 003   54C0D4
B 212   Y 015
        K 000

WHITE

R 255   C 000   HEX#
G 255   M 000   FFFFFF
B 255   Y 000
        K 000

VIBER PURPLE

R 101   C 069   HEX#
G 092   M 072   655CAC
B 172   Y 000
        K 000

VIBER RED

R 239   C 000   HEX#
G 096   M 078   EF6062
B 098   Y 055
        K 000

VIBER YELLOW

R 237   C 009   HEX#
G 236   M 000   F4EF7B
B 130   Y 062
        K 000

VIBER DARK GREY

R 074   C 066   HEX#
G 074   M 059   4A4A4A
B 074   Y 057
        K 039

VIBER GREY

R 176   C 032   HEX#
G 176   M 025   B0B0B0
B 175   Y 026
        K 000

GRAPHIC ASSETS

Vibe lines are a visual representation of the vibes people send to each other. These connections can cover a range of emotions, so we've created different kinds of vibe lines to represent this.

All vibe lines can be found on the Viber Google drive: here

WATERCOLOR VIBE LINES

Vibe lines can be used in any of the 5 colors, but must be in line with the doodle color used in the same design

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BRUSH VIBE LINES

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USING VIBE LINES
WITH CHUPCHIKS

Chupchik

Vibe lines with chupchiks should...
always be pointing down

Vibe lines with chupchiks should not...
point anywhere than down

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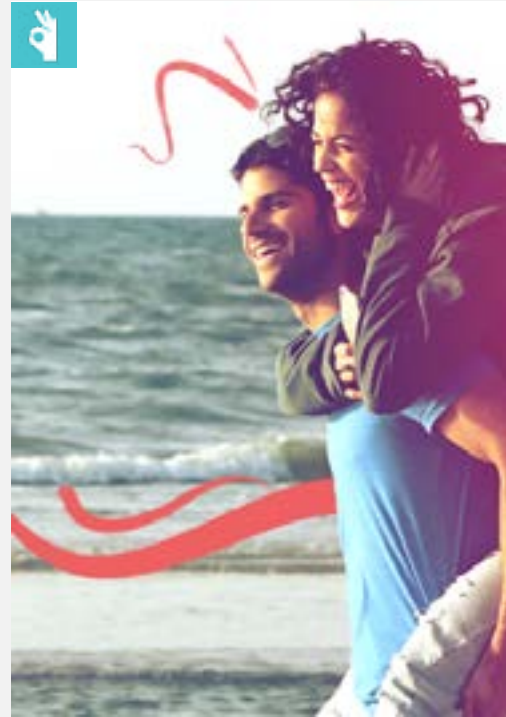# USING VIBE LINES

Vibe lines should...
complement the message and be used at an appropriate size.

Vibe lines should not...
run over copy and be too dominant.

Vibe lines should...
complement the models and be used at an appropriate size.

Vibe lines should not...
be used at a size that dominates the image and wraps around models – we don't want the vibe lines to look like they're giant snakes attacking people.

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USING VIBE LINES
ON IMAGES

Vibe lines should...
complement the emotion of the image and
be used at an appropriate size.

Vibe lines should not...
Be used at a size that dominates the image and
wrap around models – we don't want the vibe lines
to look like they're giant snakes attacking people.

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DOODLES

VIBER BRAND DOODLES

Viber brand doodles have been designed to support vibe lines and, like vibe lines, are a visual representation of the vibes people send to each other. These connections can cover a range of emotions, so we've created different kinds of vibe lines to represent this.

Doodles can be used in any of the 5 colors, but must be in line with the doodle color used in the same design.

For B&W designs only white doodles can be used.

All Viber brand doodles can be found on the Viber Google drive: here

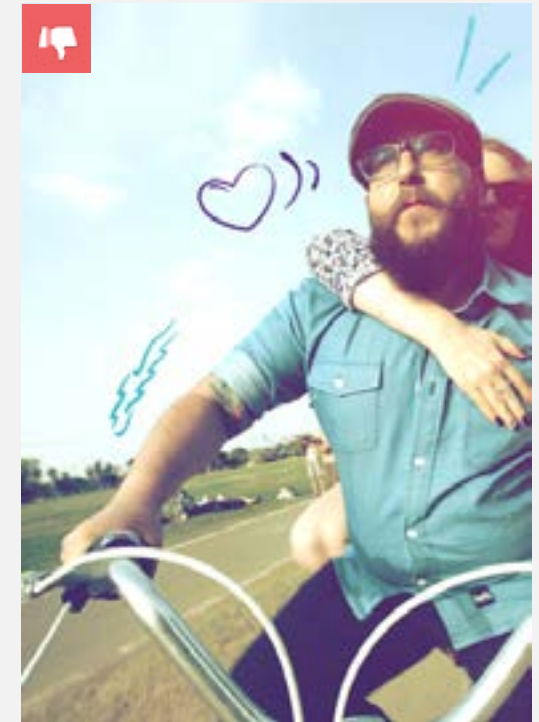Rakuten Viber

USING BRAND DOODLES
DOS AND DONT'S

Brand doodles should...
complement the image, be used at an appropriate size.

Brand doodles should not...
conflict with the image, be too dominant or use doodles on top or under vibe lines.

Brand doodles should...
use only one of the color options within a single image, and be in line with the vibe line's color.

Brand doodles should not...
use more than one color on a single image.

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TREATING IMAGES

The following pages show you how to create your own Viber brand lifestyle images.

All Viber brand photographs and guidance on sourcing your own can be found on the Viber Google drive: here

IMAGE TREATMENT

Color image treatment is covering the entire image, adding an Instagram-like filter to it.

Before   After

Before   After

PHOTOGRAPHY DOS AND DON'TS

Viber brand photography should not...
use posed or staged set-ups.

Viber brand photography should...
reflect positive energy between people.

Viber brand photography should not...
be perfectly centred and posed – our pictures should feel instant, ad-hoc and real.

Viber brand photography should...
use real (preferably street-cast) effortlessly cool people.

Viber brand photography should not...
use overly beautiful models.

Viber brand photography should...
capture natural, genuine moments.

Viber brand photography should not...
show exaggerated emotions, or people laughing insanely as they stare into a mobile phone – the real world isn't like this!

Viber brand photography should...
feel spontaneous and free.

Viber brand photography should not...
have anyone directly looking at the camera. The shot is a moment in time, an intimate moment between people in shot, not them and the photographer.

Viber brand photography should...
feature territory appropriate models.

Viber brand photography should...
reflect positive energy between people and reflect genuine relationships.

VIBER BRAND IMAGES

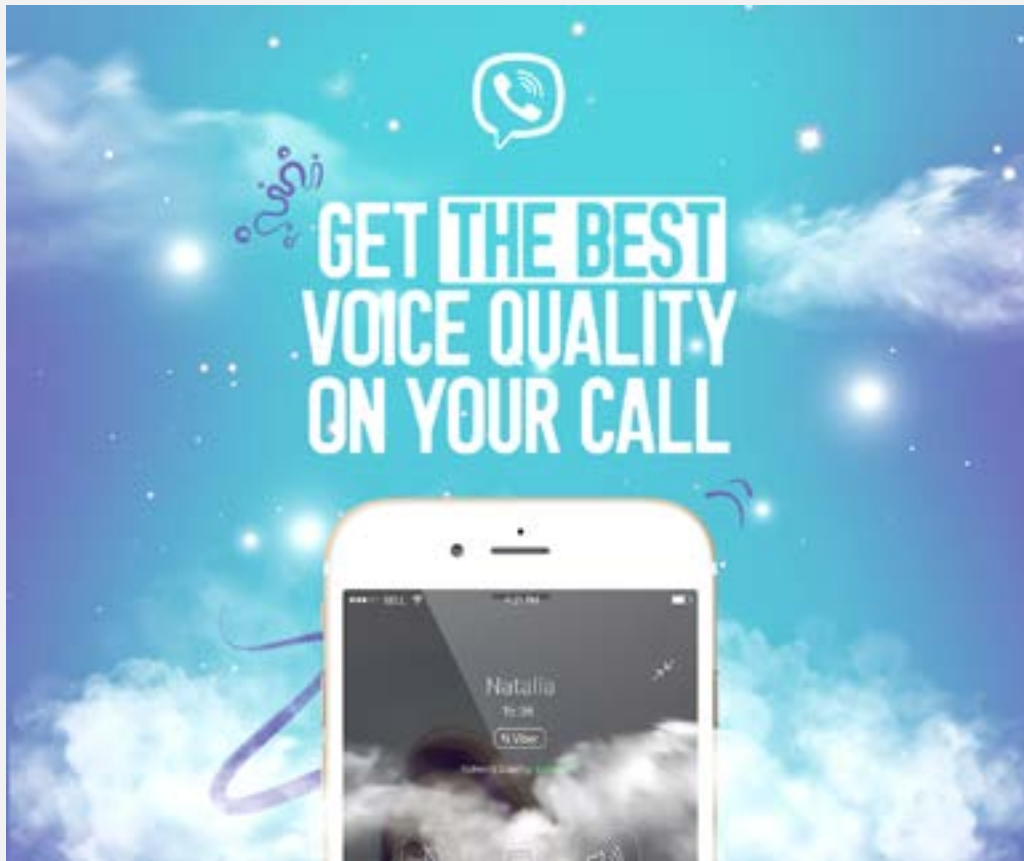We have a set of copyright free images that are ready for global use.

All Viber brand lifestyle images and Photoshop Action for creating your own can be found on the Viber Google drive: here

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SAMPLE DESIGNS

Typography: ViberSans.

Logo: top center.

Vibe lines and doodles: add highlights in purple.

Device presentation: top view.

Viber icons used to represent our different features.

Highlight with a neon effect.

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Stickers:

Subtle use of background colors and typography colors to avoid clashing with the stickers.

Additional font: Google font to brighten the design.

Highlighing features:

Device view, keeping doodles and vibe lines to a minimum to not clutter the design.

Usage of magnifying glass to highlight the feature.

Logo: aligned to the text bottom center.

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View of device as if in movement.

Typography and logo aligned.

Minimal usage of doodles and vibe lines.

Typography based image:

Use of typography within the device in an innovative way.

Delicate usage of vibe lines.

Device based image:

Doodle style used to create different types of devices to brighten up the design.

Additional doodles: soccer based to match design.
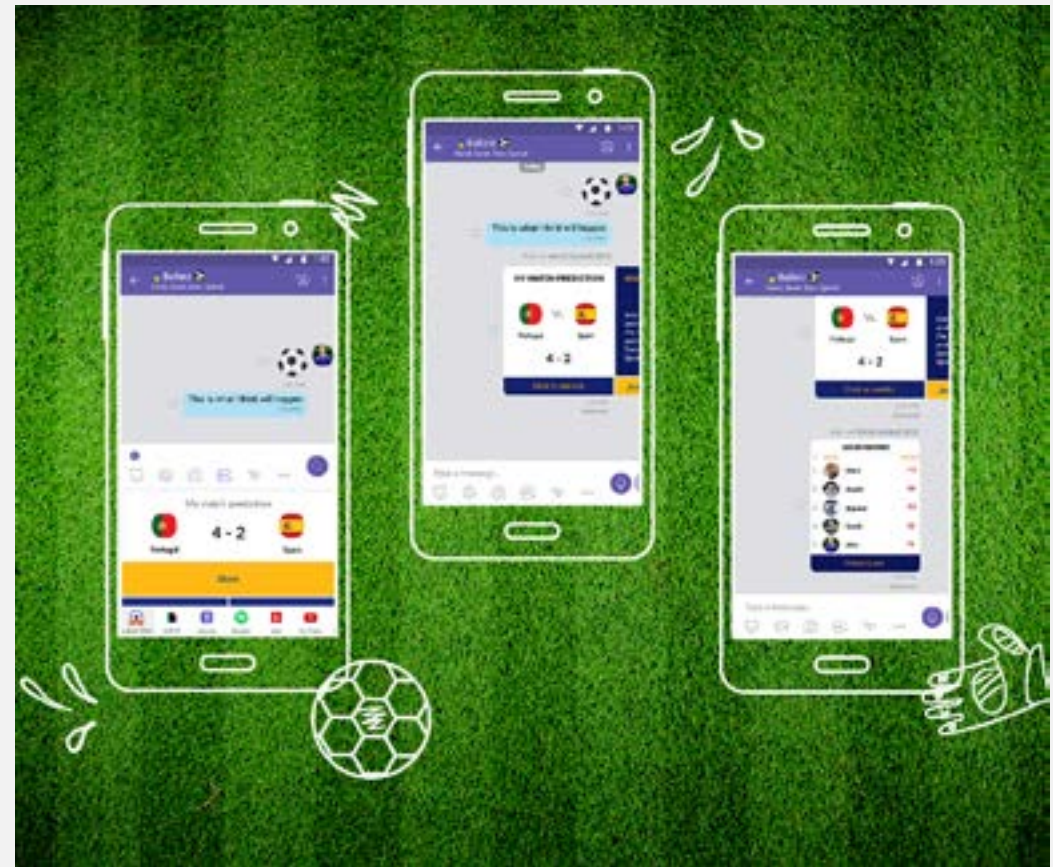
Generic design: suitable for corporate images.

Minimal usage of icons and additional flat elements, on a clear background.

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